

# Progress Evaluation - Internal Marketing Coordinator

Evaluation Area	Description	Score (1-5)
1. Internal Marketing Campaigns	Develops and executes internal marketing campaigns and events effectively	
2. Program Tracking	Tracks and reports on marketing initiatives and maintains referral source database	
3. Visual Communication	Creates graphics and designs for internal, external, and digital marketing efforts	
4. Internal Communication	Manages and coordinates messaging about upcoming events and programs	
5. Content Development	Creates promotional and educational materials for internal programs	
6. Resource Management	Maintains and organizes marketing resources and materials	
7. Data Analysis	Tracks metrics, prepares reports, and analyzes ROI for marketing initiatives	
8. Team Collaboration	Participates in marketing team meetings and supports cross-functional projects	
9. Referral Program	Facilitates and manages internal referral reward program	
10. Documentation	Documents procedures and best practices for internal marketing	
<b>Total Score:</b>	/50	

**Comments and Development Plan:**

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

Employee: \_\_\_\_\_ Date: \_\_\_\_\_